

## Special Topic 6 Future of IT and Suica Businesses

## From Stations to Cities: New Suica-generated Lifestyles



### Seamless Transportation through Suica

The use of railways has become much easier with the installation of elevators and escalators in stations and the expansion of our through-services network. Other major improvements have come with the introduction of Suica. Passengers no longer have to spend time looking at fare tables to find their destination stations, confirming the fares and then buying tickets from vending machines. Suica has brought the goal of a more seamless transportation system closer by simplifying its use, since all that passengers now need to do is to touch the ticket gate with their Suica, without having to take their tickets or commuter passes out of their cases. Particularly with the interchangeable usage with PASMO in the Tokyo metropolitan area that commenced in March 2007, usage of Suica and other IC cards has increased dramatically.

The goal of nationwide seamless transportation has been brought even closer by Suica interchangeable use, not only with PASMO in the Tokyo metropolitan area, but also with JR West's ICOCA, JR Central's TOICA and JR Hokkaido's Kitaca. Interchangeable use with JR Kyushu's SUGOCA, Nishi-Nippon Railroad's nimoca and Fukuoka City Transportation Bureau's Hayakaken is scheduled to start in spring 2010. With these introductions Suica can be used in all major metropolitan areas. In the future, we will continue to work toward making Suica usable throughout all of our service area.

### Seamless Lifestyle Attainable through Suica

The emergence and spread of Suica has dramatically changed the ticket gate and ticket inspection functions in railway operations, our first business. It has also contributed to the vitalization of our secondary field of operation – our life-style business. The changes brought about by Suica did not stop there, however, but by using the advantages of the IC card, we have created a third business – Suica operations utilizing the card's e-money and identity-verification functions. Suica usage will continue to spread from within stations to city centers and a variety of areas and services, thereby increasing the seamlessness of the modern lifestyle. We intend to continue to advance Suica services to the point where customers will understand the full advantages of Suica use, when, for example, they will be able to access information or benefits simply by touching their Suica.

JR East does not intend to be satisfied with merely achieving a seamless transportation system by spreading the usage of Suica to all railway networks, but means to introduce a totally seamless lifestyle by making Suica the leading source of e-money that can be widely used throughout everyday life. Furthermore, we will continue to propose new lifestyles and create new values that are ahead of their times by providing customers with the timely and appropriate information they need from among the lifestyle information stored in Suica.

### **Suica as Social Infrastructure**

Suica has now become a part of the social infrastructure and an indispensable facet of everyday life. By doing this, Suica has brought about not only a structural reform of the railway business but also a reform of customer lifestyles. As a prime supporter of this development, we at JR East carry a heavy social responsibility to guarantee and guard Suica's progress as a stable part of the social infrastructure, and we will continue to make all possible efforts to ensure system reliability and the highest possible levels of security.



**Akio Shiibashi**  
Executive Officer  
IT & Suica Business Development Headquarters